

Marketing Automation Tools Market, Global Outlook and Forecast 2022-2028

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Abstracts

Marketing automation tools is an advanced platform designed to help marketers capture leads, nurture them further down the funnel, and analyze lead behavior and campaign performance. No longer experimental technology, marketing automation tools are now an essential resource for B2C and B2B marketing and sales departments looking to grow their business.

This report contains market size and forecasts of Marketing Automation Tools in Global, including the following market information:

Global Marketing Automation Tools Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Marketing Automation Tools market was valued at 3388.3 million in 2021 and is projected to reach US\$ 8963.8 million by 2028, at a CAGR of 14.9% during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Campaign Management Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Marketing Automation Tools include Act-On Software, Adobe Systems, Aprimo, Cognizant, ETrigue, GreenRope, Hatchbuck, HubSpot and

IBM, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Marketing Automation Tools companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Marketing Automation Tools Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Marketing Automation Tools Market Segment Percentages, by Type, 2021 (%)

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Lead Nurturing and Lead Scoring

Reporting and Analytics

Social Media Marketing

Others

Global Marketing Automation Tools Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Marketing Automation Tools Market Segment Percentages, by Application, 2021 (%)

Large Enterprise

SMB

Global Marketing Automation Tools Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

Global Marketing Automation Tools Market Segment Percentages, By Region and
Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Marketing Automation Tools revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Marketing Automation Tools revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Act-On Software

Adobe Systems

Aprimo

Cognizant

ETrigue

GreenRope

Hatchback

HubSpot

IBM

IContact

Infusionsoft

LeadSquared

MarcomCentral

Marketo

Oracle

Salesforce

Salesfusion

SALESmanago

SAP

SAS Institute

SharpSpring

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